

# **An Anatomy of the First Virtual Places™ Press Conference**

**PRESS**

**Ubique's Virtual Places™  
Brings Life to the Web**

Monday, March 20, 1995

11:00 AM PST

<http://www.ubique.com/>

N I E H A U S R Y A N H A L L E R

Public Relations, Inc.



# An Anatomy of the First Virtual Places Press Conference

Ubique invites the press to experience the live communication and collaborative navigation that Virtual Places software brings to the World Wide Web.

More than 30 journalists and interested Internet collaborators worldwide join Udi Shapiro, Ubique president, in real-time at the Ubique press room at 11:00 a.m.  
Monday, March 20, 1995.

## Behind the Scenes

Days prior to the conference, press are sent the client beta version of Virtual Places for Windows. Kirk Scott of Ubique tracks installation as the press begins testing the software.

As guests arrive, Kirk and Mike click open their business cards to find out which publications they represent.

Kirk, as the acting "stage manager" of the conference, establishes a second connection via telephone to Udi Shapiro, Ubique president and host of the conference, in Rehovot, Israel.

As the room begins to fill, Kirk reminds Udi to greet the audience and ask them to please wait a few minutes for those still coming over to the press room from the home page.

Press and industry visitors disengage from one-on-one conversations as Udi begins.

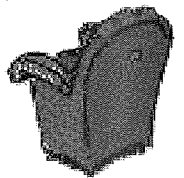
Kirk smiles. He tells Udi to keep up his current pace and to keep everyone involved.

At another PC in the Ubique office, James Waldrop rapidly cuts Udi's dialogue and pastes it into an HTML document that immediately goes up on the Ubique Web site. Press without Virtual Places are following the conference on the home page.

## Conference Transcript

**10:45** Mike Yudin of Ubique leads the press from the Ubique home page to the Ubique Virtual Press Room, helps establish their presence icons, or virtual business cards, and welcomes them.

**10:55** **Kirk Scott, Ubique, Inc.**  
Please find a seat...



**11:00** **Udi Shapiro, Ubique, Ltd.**

We are very happy to host you here, at our Virtual Press Room. We thought that the best way to convey the excitement and potential of our Virtual Places product is to let you experience it first hand.

Today, we have two newsworthy items: The first is our announcement, to be made shortly. The second item is the virtual press conference itself, which is a "first" for all of us.

How the press conference will unroll in the next hour or so will probably make an interesting story in itself... We hope it will be about new and exciting experiences in cyberspace, rather than about software crashes and network delays...

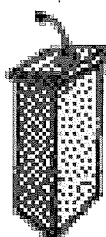
As users of Virtual Places for at least 15 minutes, you know what the product is about, but I'll make a quick background statement:

Virtual Places is an open client-server extension to the Web. It brings the Web to life by turning it from a medium of information publishing to a forum for live human interaction.

Kirk signals Udi that Ellis Booker of *Computerworld* has now joined the forum.



Udi steps away from the podium graphic in the press room.



The guests send questions to Kirk by double clicking on his icon. He quickly drops the questions he receives into a window for Udi. For clarity, Kirk also reads the questions to Udi over the telephone as he receives them.

James cuts and pastes the photographic icon of each questioner into the HTML documents that continue to go up in close-to-real-time on the Ubique home page.



So first, the announcement: Next week, Ubique will ship its Virtual Places client and server products, for several Unix platforms, and will make available a beta version of its Virtual Places client for Windows (the pre-release product most of you are using right now).

The software will be available from our Web site for a free trial period, at the end of which users will be able to purchase it directly from Ubique or from online stores such as CyberSource's software.net.

Today we are also announcing pricing: A basic server license, with a capacity of 10 concurrent users, costs \$1495 (with a \$995 special until June 30th). A license for additional capacity costs \$100 per user. The duration of the license is two years, including upgrades, maintenance, and support.

A Virtual Places client costs \$49. We will make a basic Virtual Places client for Windows (without audio capabilities) available for free.

Since our announcement at last fall's NetWorld+Interop, we have done open testing of our Unix beta software over the Internet with test sites around the globe. If time permits, we will show some of these sites to you later today. Otherwise you are welcome to traverse them at your leisure. Their list is accessible from our home page.

You are among the first users of our pre-release Windows client, which we will feature at the application clusters at NetWorld+Interop next week, in conjunction with the virtual tradeshow N+I Online!

#### **11:10 Kirk Scott, Ubique, Ltd.**

Now, if you will, please direct your questions for Udi through me...

#### **Q1: Andrew Kantor, Internet World**

Do you plan to upgrade your voice component when Vocaltec releases a new product?

#### **Udi Shapiro, Ubique, Ltd.**

Regarding Vocaltec: Yes, we plan to stay in conjunction with their latest engine. As a matter of fact, we are embedding their "next generation" engine already, not the one in their released product.

#### **Q2: D.C. Denison, O'Reilly & Associates**

Do you hope that people will use the Sesame client as an all purpose browser?

Kirk interjects to Udi via telephone: "Remind him that we are not exactly in the browser business..."

James continues to expedite the transfer of information to refresh the home page, programming in HTML with extraordinary speed.

Kirk tells Udi that there are still several questions in the queue.



Len Keeler sends a question to Kirk for Bill McKiernan. Kirk drops it into Bill's dialogue box.

### ***Udi Shapiro, Ubique, Ltd.***

Our direction is to have the Virtual Places client as a standard extension to any Web browser. We are more advanced in this direction with the Windows client than with the Unix client.

We are not in the browser market, but are developing an open extension to the Web.

### **Q3: Andrew Kantor, Internet World**

What is your projection for Mac clients?

### ***Udi Shapiro, Ubique, Ltd.***

We plan to ship a Mac client on 4Q 95 at the latest.

### **Q4: D.C. Denison, O'Reilly & Associates**

What is the capacity of the server software? How many people can it handle at one time?

### ***Udi Shapiro, Ubique, Ltd.***

The capacity of the release 1.0 server is up to 100 people on a high-capacity workstation. We plan to upgrade it to several hundreds in our next release.

### **11:20 Kirk Scott, Ubique, Inc.**

Now, we will have Bill McKiernan from CyberSource discuss the distribution of our software...

### **Bill McKiernan, CyberSource**

We're delighted to participate with Ubique in this announcement. We believe that the Ubique technology will offer our customers many new opportunities to leverage the communication possibilities of the Internet.

We view the products offered by Ubique as important enabling technology to facilitate real-time communication via the Internet. It is another important step in the evolution of the Internet as the Net becomes more user friendly and ubiquitous.


In addition to distributing Ubique's products, we will be using their technology to help our customers communicate with us. In the area of customer support, we intend to equip our customer support representatives with Ubique technology. In the area of marketing, we will invite our software publishing partners to use Virtual Places to conduct product demos and seminars for our customers.

Customers from around the world are invited to buy Ubique products at our Internet based software superstore — [software.net](http://software.net).


Ellis Booker jots a note of greeting to Kirk before posting his question to Udi.

James' fingers are flying as he updates the conference in seconds to the home page.

**Ubique Press Conference Transcript.**



**Q8: Ellis Booker, Computerworld**  
*Forgive me, Udi, if this question has been asked already, but is there any authentication scheme?*  
*I mean, can't anyone arrive in a virtual space representing himself as 'Ellis Booker?'*



**Udi Shapiro, Ubique, Ltd.**  
We played with various schemes, and decided that initially we should have a 'free for all' license and business card. As authentication schemes on the Internet mature, we will provide authenticated business cards.

Kirk signals Udi to introduce D.C. Denison, editor, Global Network Navigator from O'Reilly & Associates.

**Q5: Len Keeler, Tabor Griffin Communications**

How will CyberSource be involved in the distribution process?

**Bill McKiernan, CyberSource**

We will have free trial versions of the product available. We will also sell licenses.

**Q6: Lee Sherman, NetSmart**

What type of applications do you see for the product?

**Udi Shapiro, Ubique, Ltd.**

We see applications both in the corporate area and in the consumer area. In the corporate domain, the software can be used to assist companies by creating more effective Web service, for example: customer support, by augmenting online info with help desk personnel and sales, and by augmenting catalogs and online purchase forms with sales people, as done by CyberSource.

In the consumer forum, we see our technology enhancing online publications with live interest groups, online events, and other opportunities to talk.

**Q8: Ellis Booker, Computerworld**

Forgive me, Udi, if this question has been asked already, but is there any authentication scheme? I mean, can't anyone arrive in a virtual space representing himself as 'Ellis Booker?'

**Udi Shapiro, Ubique, Ltd.**

We played with various schemes, and decided that initially we should have a 'free for all' license and business card. As authentication schemes on the Internet mature, we will provide authenticated business cards.

**Q9: Adam Gaffin, Network World**

How much bandwidth would it take to support 100 concurrent users?

**Udi Shapiro, Ubique, Ltd.**

Our initial measurements suggest that our server does not add significant bandwidth requirements to the Web server. If you are comfortable with serving 100 people on your Web site, they will be happy at your Virtual Place. I should mention that audio communication goes peer-to-peer, and hence does not load the server or the server connection.

**11:30 Udi Shapiro, Ubique, Ltd.**

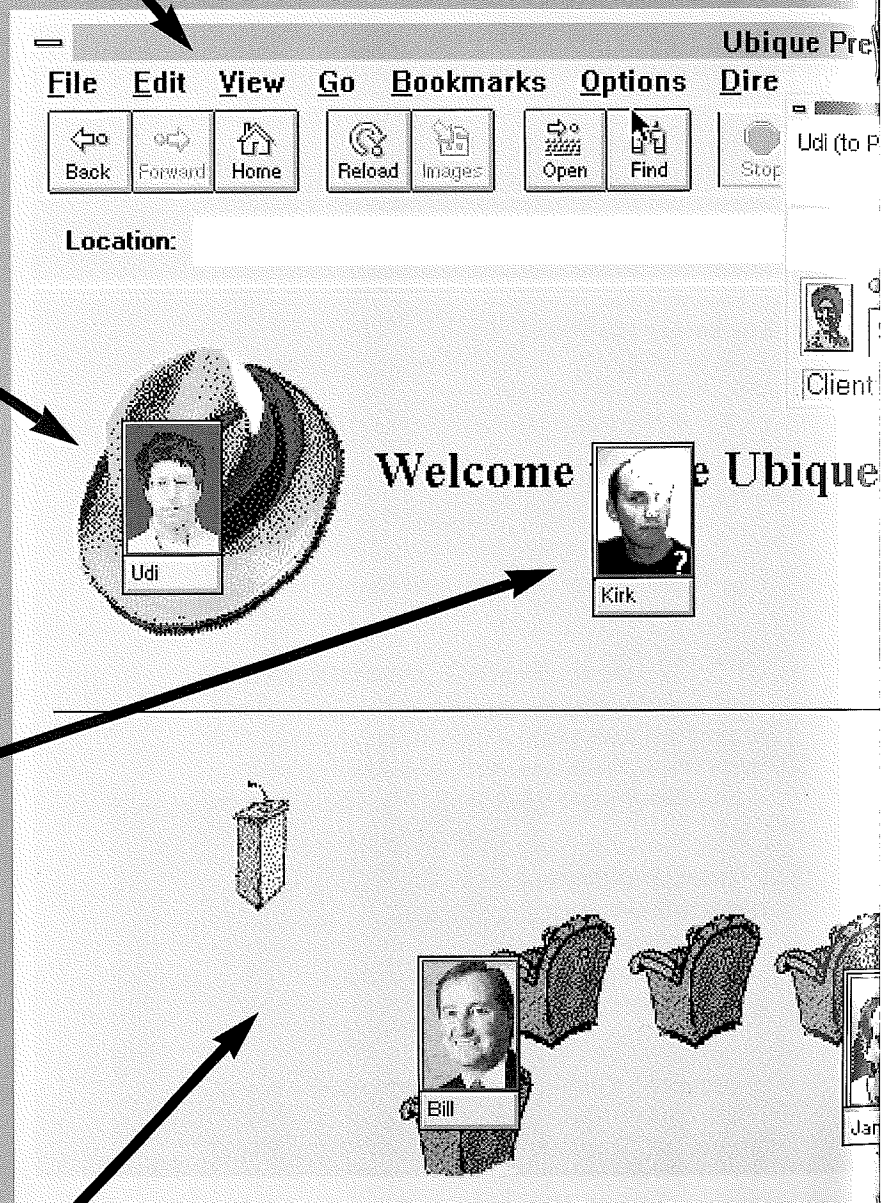
D.C., would you like to talk about Global Network Navigator's (GNN) use of Virtual Places?



Browser Window

# The Ubique

Udi Shapiro,  
Ubique President,  
Conference leader



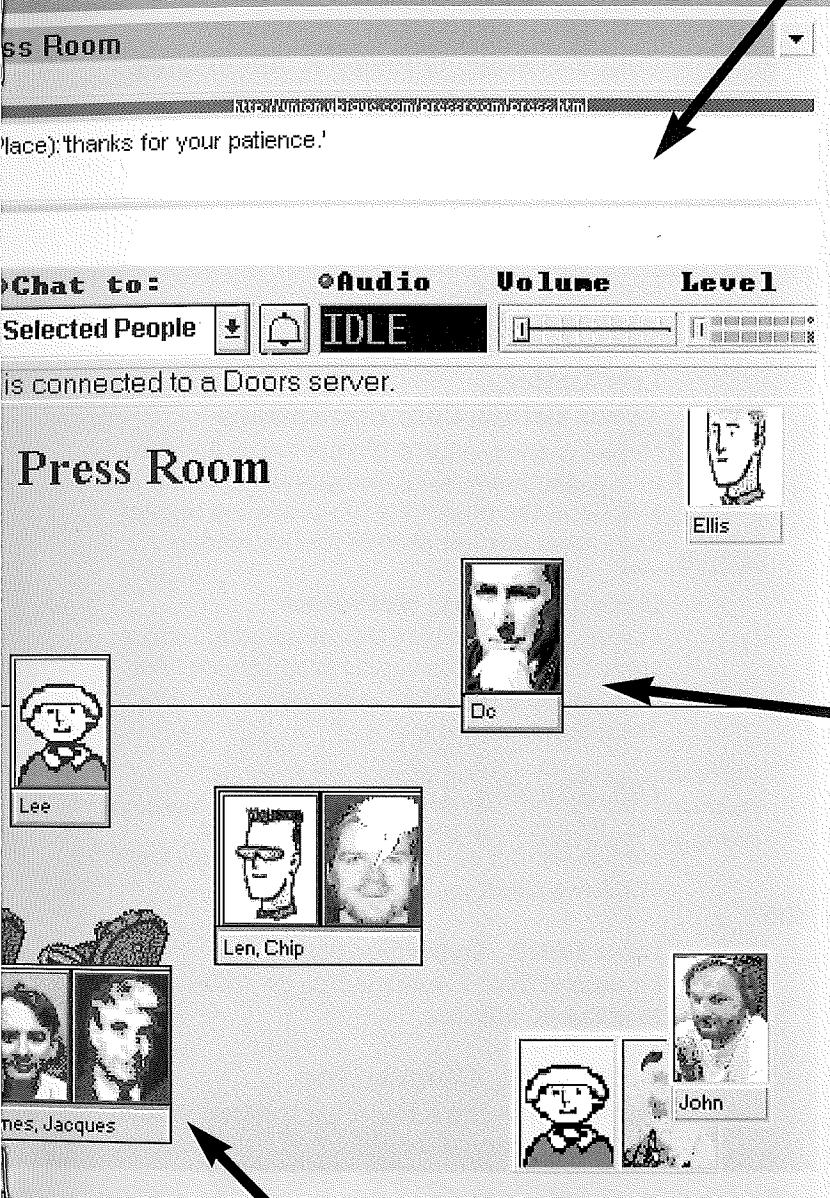
Kirk Scott,  
Conference Moderator

Ubique Press Room  
(a standard Web page)



# Press Room

Text Chat Window

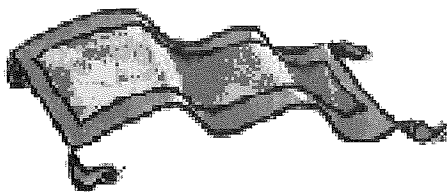


Presence Icon

Two attendees engaged  
in one-on-one conversation

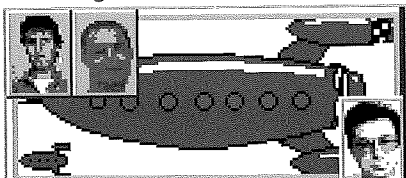
Kirk to Udi via telephone: "Wait on the tour. Len Keeler still needs to a chance speak."

Kirk to Udi via telephone: "Another question for you Udi. Better answer this before the guests head off on the tours."



D.C. opens a small magic carpet which appears on the screen.

Mike quickly moves to assist to D.C. in creating the tour for ten. Ten of the conference guests board the rocket bound for GNN by moving their icons on board.



### **D.C. Denison, O'Reilly & Associates**

Sure. I came across Ubique while I was working on a feature for GNN (Global Network Navigator). We've now installed the doors server software on a few of our pages. Udi, how many people could I bring along on a tour?

### **Udi Shapiro, Ubique, Ltd.**

You can create a tour for 10, and we will all hop on it after Len has a chance to speak to the group.

### **D.C. Denison, O'Reilly & Associates**

Great. I think it's a very interesting piece of work. I'll be interested to see what the MUD and MOO folks do with it.

### **Kirk Scott, Ubique, Inc.**

Now I would like to recognize Len Keeler, Marketing Director for Tabor Griffin Communications.

### **Len Keeler, Tabor Griffin Communications**

Hi. We're going to use Ubique to run a virtual tour at the Network+Interop show. I would like to look at the possibility of scheduling regular tours from our site as well for our readers.

### **Q10: Dan Ruby, NetSmart**

Can sites easily deploy this as an added-value service on top of its vanilla Web service? But until you're a standard, publishers can't assume users will have the client.

### **Udi Shapiro, Ubique, Ltd.**

Yes, it's trivial to install our server, and publishers will be able to redistribute our basic Windows client for free.

### **John Pettit, CyberSource**

I'll second that. It was running on software.net in about 30 minutes.

### **Kirk Scott, Ubique, Inc.**

There will now be a few tours to some Virtual Places. Anyone interested can start a tour, or join any tour that you see starting.

### **D.C. Denison, O'Reilly & Associates**

Hop on for GNN!

### **John Pettit, CyberSource**

You need a bigger bus!

11:40

### **Udi Shapiro, Ubique, Ltd.**

D.C., you started a tour for 2. Could you make a bigger one please?



The rocket arrives at GNN's home page  
<http://www.gnn.com>.



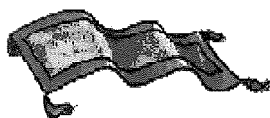
Kirk and the San Francisco Ubique office laugh  
at Udi's open humor.

James follows D.C. and the press to GNN to add the tour  
dialogue to the home page transcript.

D.C. takes the tour to  
the Whole Internet Catalog.



D.C. leads the tour by guiding the group around the  
sight and interacting with the components of the home page  
in the presence of the group.



At this time, Kirk takes the guests who did not go to GNN  
on a tour of the Ubique home page.

**Yosi Mass, Ubique, Ltd.**

A nice place!

**Udi Shapiro, Ubique, Ltd.**

I can't believe it, it seems that our software is  
working...

**Ellis Booker, Computerworld**

I'm impressed....

**D.C. Denison, O'Reilly & Associates**

GNN has probably grown since the last time  
you saw it. It's now over a year old, with tons  
of hits daily.

**John Pettit, CyberSource**

How long before we see complaints about  
virtual tourists spoiling the neighborhood?

**D.C. Denison, O'Reilly & Associates**

The most popular site in GNN is the Whole  
Internet Catalog. Want to see it?

**Yosi Mass, Ubique, Ltd.**

We have a pointer to the Ubique article. Would  
you like me to take you there?

**Udi Shapiro, Ubique, Ltd.**

Bingo.

**D.C. Denison, O'Reilly & Associates**

When we get our access reports, this is the big  
hit.

**11:50**

**Len Keeler,**

**Tabor Griffin Communications**

How do you use the Ubique server at GNN?

**Udi Shapiro, Ubique, Ltd.**

I believe this is too new to tell. GNN is  
evaluating it right now.

**D.C. Denison, O'Reilly & Associates**

Too early to tell, actually. Let's scroll down  
together.

**Len Keeler,**

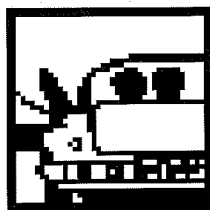
**Tabor Griffin Communications**

Udi, can tourists capture URLs for their hotlists  
while on a tour?

**John Pettit, CyberSource**

Yes! At least with Netscape because I just did!

D.C. takes the group to the  
GNN Digital Drive-in.



Kirk tells Udi via telephone that it is getting close  
to 12:00 p.m. Perhaps they should return.

Kirk signals Udi to wrap up the conference.

D.C. takes the group by rocket to the Ubique Press Room.

Back in the Ubique Press Room.

James puts the final touches on the transcript which will  
remain linked from the Ubique home page at  
<http://www.ubique.com/ubique/transcript1/transcript.html>.

### **D.C. Denison, O'Reilly & Associates**

At the movies! This is a new site for digital  
video and graphics and such. Our designer is a  
genius.

### **Udi Shapiro, Ubique, Ltd.**

Yes, he should design some virtual places.... As  
you may have seen at our site, we have a  
gallery of virtual furniture, to assist you in such  
a task... We certainly count on creative sites  
such as GNN to create interesting and  
welcoming virtual places...

### **D.C. Denison, O'Reilly & Associates**

This would be a natural place for a Ubique  
server — where like minded people gather, i.e.  
digital video types.

### **Len Keeler, Tabor Griffin Communications**

What's needed on the client end for audio?

### **Udi Shapiro, Ubique, Ltd.**

Len, all you need is a PC with a standard audio  
board.

### **D.C. Denison, O'Reilly & Associates**

Let's go back to the press room for a wrap up.

### **12:00 D.C. Denison, O'Reilly & Associates**

Please check under your seats for any  
valuables.

### **Udi Shapiro, Ubique, Ltd.**

Well, thank you all for joining us. This was a  
very enlightening experience for me, and I hope  
for you also!

Thanks again, see you at our next  
press conference...and at  
Networld+ Interop.



# Virtual Places

*Technology for Live, Web-based Communication*



## Human Presence on the Web

Virtual Places adds a human dimension to Web browsing by allowing users to see and talk to other people sharing a Web site. Ubique enhances the hypertext and multimedia capabilities of the Web with live interaction, text and audio conferencing, and joint navigation. These capabilities are based on an open architecture designed to enhance any Web server or browser.

The Virtual Places Server works in concert with any existing Internet data server including HTTP, FTP, News, Gopher and WAIS. Virtual Places provides the human dimension in commercial use of the Internet, from live customer support and interactive sales and marketing, to virtual trade shows, Web site tours and conferences.

## Ubique, Ltd.

Founded in July 1993, Ubique, Ltd. develops and markets technology designed to add value to anyone interested in Internet-based communication and collaboration. Ubique's Internet solutions are designed for all members of the Internet community, whether a Webmaster, an information provider, an emerging Internet business, or a member of a specific online community.

The Virtual Places product family is based on technologies developed at the Weizmann Institute of Science in Israel.

## How to get Virtual Places Today:

Virtual Places installs in minutes. At <http://www.ubique.com/products/>, you will find all the essential information to download the Virtual Places client for free evaluation, as well as an online order form, and technical specifications.

## Virtual Places to Explore:

Navigate to <http://www.ubique.com/places/> for a complete listing of Virtual Places to explore.



<http://www.ubique.com/>

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**Niehaus Ryan Haller Public Relations, Inc.**

Niehaus Ryan Haller Public Relations, Inc. (NRH) specializes in providing strategic marketing communications and public relations liaison to computing technology companies. The agency's early entrance into the online/Internet world has led to special expertise in internetworking tools and interactive services for the Information Highway. NRH takes pride in its ability to make complex issues understandable to everyone — end users and engineers alike — by crafting communication programs that effectively advance clients' marketing objectives.

Niehaus Ryan Haller is successfully working with small, innovative start-ups as well as large multinational corporations. To ensure that clients receive the most creative and informed communication and public relations counsel, NRH focuses on three broad market segments. These include:

- Software Architectures & Development;
- Enterprise Data Management;
- Information Highways.

Niehaus Ryan Haller believes that the most exciting technology development in the next five years will be made by the hybridization of software component technology with the pervasive computing of an internetworked world. Each of these market segments has its own media/industry contacts and information requirements. By specializing in these areas, the agency can provide clients with strategic vision, developed relationships with key journalists and industry analysts, and vital partnership opportunities.

**Contact Information**

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